

PCC SBDC UPDATE

SBDC advisors are available to meet with you via Zoom. Assistance includes:

- PPP Forgiveness (NEW webinars below)
- Re-Opening Strategies
- Selling Online
- Social Media Messaging (NEW webinar below)
- "Life After Covid" Business Planning
- And much more

See below for webinars on these subjects and contact us for no-cost assistance. **626-585-3105**

[REGISTER FOR ASSISTANCE](#)

[CONTACT US](#)



**LOS ANGELES REGIONAL
SMALL BUSINESS DEVELOPMENT CENTER NETWORK**

IS YOUR BUSINESS AFFECTED BY COVID-19?

Latest News on Disaster Loans

Paycheck Protection Program (PPP)

The SBA and Treasury released a new Loan Forgiveness Application (SBA Form 3508) that walks the user through calculating the amount of PPP loan forgiveness the

borrower can claim. We expect additional guidance from SBA later this week, but until then, see the links below for more information:

[Latest PPP FAQ's.](#)

[SBA Press Release](#)

[PPP Forgiveness Application](#)

Economic Injury Disaster Loan (EIDL)

No word on if, or when, the EIDL application will be open again for non-Ag companies. If you applied for an EIDL, you may contact the SBA's Office of Disaster Assistance for an update on your application.

- DisasterCustomerService@sba.gov
- 1-800-659-2955 (SBA Customer Service Center)
- 1-800-877-8339 (TTY: Deaf and Hard-of-Hearing)

Upcoming Webinars

NEW: PPP Loan Forgiveness

Join us for a webinar to address questions about the best way to spend the PPP funds. We'll cover questions such as:

What if my employees refuse to come back?

Can I apply for PUA and PPP?

How can I prepare for the forgiveness audit?



After the 30 minute presentation, we'll hold a 30 minute Q&A session.

Wednesday, May 20th 3:00 PM

Friday, May 22nd 1:00 PM

[Register Here](#)

[Register Here](#)

SBA Loan Updates



We are continuing to hold disaster loan webinars on Tuesdays and Thursdays. The subjects have pivoted to how to follow up and PPP forgiveness. Register below.

Thursday, May 21st 12:00 PM

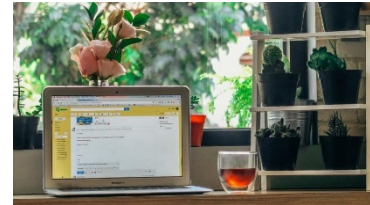
Tuesday, May 26th 12:00 PM

[Register Here](#)

[Register Here](#)

E-Commerce Workshops

For business owners looking to get an overview of the current e-commerce landscape in the time of COVID-19.



- Review of the e-commerce landscape.
- Emerging trends in e-commerce.
- Overview of the different e-commerce platforms.
- Evaluating the marketing channels.
- Discussion of content strategies

Friday, May 22nd 10:00 AM

Friday, May 29th 10:00 AM

[Register Here](#)

[Register Here](#)

The Role of Social Media in the COVID-19 Era

Customer messaging is especially important at this time, and a strong social media strategy is imperative for any consumer-facing business. This workshop will review the most important aspects of an effective social media program, and how it fits into your overall marketing strategy.



Wednesday, May 20th 4:00 PM

Wednesday, May 27th 4:00 PM

[Register Here](#)

[Register Here](#)

Post COVID-19 Business Plan Webinar

In the post-COVID-19 landscape, it is important to have a plan for your business.

This workshop will cover all aspects of updating your business plan, and emphasize the importance of creating strategies and tactics to help achieve your goals.



Monday, June 8th 10:00 AM

Monday, June 22nd 10:00 AM

[Register Here](#)

[Register Here](#)

Restaurants Responding to COVID-19

A practical guide for how to respond in the short term and long term to COVID-19 as a restaurant owner. In this workshop you'll learn how to:

- Protect your employees
- Stabilize your supply chain
- Engage with your customers
- Analyze your future financials
- Generate new revenue
- Evaluate your business model



Thursday, May 21st 2:00 PM

Thursday, May 28th 2:00 PM

[Register Here](#)

[Register Here](#)



The Small Business Development Center at Pasadena City College

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